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EURONICS IS CONTINUOUSLY EVOLVING

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has launched a comprehensive new website that also delivers an innovative closed marketplace function for its members. Evolution is the new way for Euronics agents to share details of their product range, delivery timings and installation information with consumers. It takes the shopping locally experience to a whole new level of ease and simplicity.

The CIH team has spent the last year developing the new website to guarantee the professional and consistent approach Euronics is known for, whilst adding enhanced functionality to improve the consumer experience. Over 2,000 products are now on the Euronics website which local agents can tailor to suit the stock they have available in their stores.

“The strength of Euronics lies in the Agents that serve their local communities,” comments Paul Tyler, CEO of CIH. “We understand that consumers require choice when it comes to making purchases. This is why we have evolved our website.

Each agent now has access to a unique URL, they can manage their own microsite which allows them to be more visible within the communities they support. When consumers enter their postcode into the Euronics website, they can see the exact prices available to them, stock availability and delivery costs and timings.

Paul concludes, “our website will continue to evolve with more features planned in the near future. Euronics’ new e-commerce solution has the ability to share a wider range of members’ stock, offers and services to consumers. As with everything Euronics does, it is all about shopping locally.

For more information about Euronics email: membership@cihgroup.com.